



# Cable Penetration Projections

## Methodology Used to Create Data and Report

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## Objective

Our goal was to produce a report that projects the likely number of households passed by cable, likely number of households NOT passed by cable, and likely number of households subscribing to cable, in each US county based on county size in each state organized into geographic regions.

## Report Content

### Geographic Breakdown:

- by region of US:
  - Northeast
  - Southeast
  - Midwest
  - Southwest
  - West Coast
- by state, and within each state,
  - by county, and for each county
    - designated by “size” – A, B, C or D

### Data Elements:

- the number of households
- the projected percentage and number of households passed by cable,
- the projected percentage and number of households subscribing to cable, and
- the projected percentage and number of households NOT passed by cable.

## Methodology

The methodology was based on Homes Passed (HP) and Cable Subscribers (Subs) of approximately 7,500 ZIP codes, representing a random selection of cable systems within the BIGPIPE cable system directories (proprietary). The data, provided directly by cable system operators (MSOs), included:

- ZIP code
- households passed
- households subscribing to cable

The MSO data by ZIP code (MSO Zips) represented a “true” random selection of cable systems from a variety of counties (of all four size designations) within states within each region.



The baseline ZIP code data, based on September, 2001 US Postal Service data, included:

- ZIP code
- ZIP code name (city)
- Nielsen County
- Nielsen State
- Nielsen County Size (A, B, C or D)
- Region
- Number of households (HHs)

(Note: We found that using USPS data yielded more accurate results than 2000 Census data, which had been the previous basis for determining HHs. Census data may not accurately represent all of the households eligible or able to receive cable service. Whereas if a non-PO Box USPS location does not accurately receive its mail, the USPS is usually promptly notified by the resident(s) of that location. We reasoned that if a USPS “household” could receive mail, it could receive a coaxial cable. Subsequent research bore this assumption out.)

### ***Verification, Validation and Sanity Checks***

The first thing we did with the “master” ZIP data was to assign a numeric “BPFIPS” to facilitate joins and searches.

Joining the MSO ZIPs to the USPS ZIPs by ZIP Code, the MSO ZIPs were assigned the corresponding values of:

- BPFIPS
- Nielsen State
- Nielsen County
- Region
- ZipCodeName
- HHs

However, out of 14,635 MSO ZIPs available to us, 1,658 did not have a corresponding record in the USPS ZIP data, and therefore could not be assigned any of the USPS ZIP values. These records were deleted from the MSO ZIPs data. These 1,658 MSO ZIPs, however, only represented 1.26% of the total HP and 1.06% of the total Subs available to us, so this should not have a significant impact on the calculated projections.

Next, all MSO records where HP was null or 0 were deleted. This was 384 MSO ZIPs. The result was 11,782 records of MSO data by ZIP where HP was >0 and a corresponding “master” ZIP code record existed, and 29,760 “master” ZIP records with HHs.

MSO ZIP data was then aggregated by ZIP Code, eliminating any MSO distinctions and resulting in a single record for each ZIP of MSO data. The data for MSO and master



ZIPs were then aggregated into counties, identified by unique BPFIPS. The result was a table of 3,134 master counties and a table of 1,887 counties of MSO data (at least 1 HP) which could be joined by BPFIPS, and each retaining the County, State, CountySize and Region attributes, but losing the distinctiveness of ZIP Code. The master ZIPs counties had HHs aggregated into a total number of household for the county, called [Total HHs]. The MSO data had HP and Subs aggregated, as well as the aggregate number of HHs for those ZIPs of MSO data in each county. This attribute is called [MSO HHs], representing the number of HHs that correspond to the HP and Subs data available for each county, and facilitates what should be the comparison of HP to HHs for the same ZIPs for which we have HP data. Total HHs for each county, [Total HHs], was also populated in the MSO table to facilitate comparisons of HP to total HHs in each county. [Total HHs] represents the total aggregate number of households in the county, as opposed to [MSO HHs] which is just the aggregated of households for those ZIPs in the county for which we also have HP and Subs. Both [MSO HHs] and [Total HHs] were included for comparison with HP to account for the differences in the sources of data, as illustrated by the occurrences where HP was higher than [MSO HHs].

### ***Adjusting HP and Subs***

The next stage was to determine where the aggregate number of HP was greater than the total number of HHs for each County. The MSO data covered several overlapping months as a result of the reporting parameters of the different MSOs providing the HP and Subs data. In addition, cable systems frequently change ownership, and there is always some amount of ownership change taking place within any given time period. As such, it was possible that a ZIP included in one MSO's data could also be included in a different MSO's data from an earlier or later reporting period, where the system providing service to that ZIP (or group of ZIPs) had changed ownership from one MSO to the other between the times the MSOs reported their data to us. In these cases the HP were significantly higher than the HHs. In other situations, HP was only slightly higher than HHs. This could be attributed to HP and Subs being counted in one ZIP by an MSO when the homes were actually in an adjacent ZIP, but for whatever reason the MSO decided to report the data in the first ZIP. To reduce the chance of incorrectly reducing one ZIP's HP and Subs at the expense of the (accurate) total HP and Subs for the entire county, the aggregated MSO data was used.

If HP were greater than the HHs of the ZIPs that had MSO data in a county, HP were adjusted down by the difference between HP and total HHs for that county, plus 1%. In other words, for each county where the aggregate HP was greater than [MSO HHs], HP was adjusted to equal:

$$\text{Adjusted HP} = [\text{HP}] - (([\text{HP}] - [\text{MSO HHs}]) * 1.01)$$

Subs were also adjusted down, by 99% of the ratio of the difference between HP and [MSO HHs] and [MSO HHs], or:

$$\text{Adjusted Subs} = ([\text{Subs}] * (((([\text{HP}] - [\text{MSO HHs}]) / [\text{HP}]) - 0.99) * -1))$$



(The reason for reducing HP and Subs by an additional 1% was to try to avoid the artificial occurrences of HP equaling [MSO HHs]. It is still an “artificial” number, and one of the reasons HP and HNP need to be compared to [Total HHs] and not just [MSO HHs], as will be described below.)

There were 548 of the 1,887 counties with MSO data that needed to have their HP (and Subs) adjusted down, with the differences between HP and [MSO HHs] ranging from 1% to 87% of the original value of HP.

## ***Computing Projections***

The final stage was to determine how to project the number of HP and Subs for an entire county based on the representation of MSO data in that county.

NOTE: For this version of the report, Subs were not projected for any of the counties. Some of the MSOs provided us with HP and Subs, while others provided just Subs and others provided just HP. This has to be taken into account to accurately project Subs, and will require additional analysis.

### **1. Determine Usable MSO Data**

First we determined those counties with MSO data that were “usable”. In analyzing the data and testing the report, we discovered a number of situations where the number of HP was unrealistically low compared to [MSO HHs]. A, B and C counties were excluded from calculating projections where

(Adj HP] < 10), and  
 (([Adj HP] / [MSO HHs]) >= 0.1%)

D counties were excluded from calculating projections where

(Adj HP] < 10), and  
 (([Adj HP] / [MSO HHs]) >= 0.1%), and  
 ([MSO HHs] was > 1,000)

This allowed us to eliminate abnormally low numbers of [Adj HP] vis-à-vis [MSO HHs], but still keep those counties with low [MSO HHs] in the “pool” of counties used to compute the projections. This resulted in the exclusion of 51 counties with the following distribution by CountySize:

CountySize “A” – 5 out of 138  
 CountySize “B” – 17 out of 317  
 CountySize “C” – 10 out of 314  
 CountySize “D” – 19 out of 1,118





Then, based on testing the results of the report, counties where [Adj HP] only represented less than 15% of [MSO HHs] were excluded from calculating projections. We felt that this eliminated those situations where we did not have enough valid MSO data to make an accurate prediction of actual cable presence in a county. This resulted in the exclusion of 180 counties with the following distribution by CountySize:

CountySize "A" – 15 out of 133 remaining  
 CountySize "B" – 52 out of 300 remaining  
 CountySize "C" – 32 out of 304 remaining  
 CountySize "D" – 81 out of 1,099 remaining

Finally, counties were evaluated based on their CountySize and the ratio of [MSO HHs] to [Total HHs], to further identify those counties that we felt did not have enough valid MSO data to make an accurate prediction of actual cable presence in a county. A county was excluded from calculating projections if:

CountySize = "A" and  $(\frac{[MSO\ HHs]}{[Total\ HHs]} < 20\%)$   
 CountySize = "B" and  $(\frac{[MSO\ HHs]}{[Total\ HHs]} < 10\%)$ , OR  
 CountySize = "B" and  $(\frac{[MSO\ HHs]}{[Total\ HHs]} \geq 10\% \text{ and } < 20\%)$  and  
 $(\frac{[Adj\ HP]}{[MSO\ HHs]} < 75\%)$   
 CountySize = "C" and  $(\frac{[MSO\ HHs]}{[Total\ HHs]} < 7.5\%)$   
 CountySize = "D" and  $([MSO\ HHs] < 1,000)$  and  $([Total\ HHs] > 10,000)$

This resulted in the exclusion of 72 counties with the following distribution by CountySize:

CountySize "A" – 13 out of 118 remaining  
 CountySize "B" – 30 out of 248 remaining  
 CountySize "C" – 16 out of 272 remaining  
 CountySize "D" – 13 out of 1,018 remaining

What remained was a pool of usable counties with the following distribution by CountySize:

CountySize "A" – 105 remaining out of original 138, or 76.1%  
 CountySize "B" – 218 remaining out of original 317, or 68.8%  
 CountySize "C" – 256 remaining out of original 314, or 81.5%  
 CountySize "D" – 1,005 remaining out of original 1,118, or 89.9%

For a total of 1,584 counties with usable MSO data out of the original 1,887 counties derived from ZIPs with MSO data; or 83.9% of the original pool of MSO counties in the final pool of MSO counties to be used in calculating projections for all other counties without MSO data.



## 2. Determine Ratio of MSO HHs to Total HHs

Next we determined the ratio of [MSO HHs] to [Total HHs]:

$$\text{HHs\%} = ([\text{MSO HHs}] / [\text{Total HHs}])$$

This gave us the basis for computing the projected number of HP in those counties where usable MSO data existed.

## 3. Determine Projected HP, Subs and HNP for Each County w/ Useable MSO Data

The final data for these counties included:

- [Total HHs]
- [MSO HHs]
- [HP of MSO HHs] – The actual number of [Adj HP] for that county from the MSO data
- [HP of Total HHs] – The projected number of HP for that county, where
  - [HP of Total HHs] = ([Adj HP] / [HHs%]), or in other words
    - [HP of Total HHs] = ([Adj HP] / ([MSO HHs] / [Total HHs]))
- [HP to HHs%] – The ratio of [HP of MSO HHs] to [MSO HHs], or
  - [HP to HHs%] = ([HP of MSO HHs] / [MSO HHs])

From these results the values for Homes Not Passed were calculated as:

- [NP of MSO HHs] – The actual number of homes not passed for that county from the MSO data, calculated as
  - [NP of MSO HHs] = ([MSO HHs] – [HP of MSO HHs])
- [NP of Total HHs] – The projected number of homes not passed for that county, calculated as
  - [NP of Total HHs] = ([Total HHs] – [HP of Total HHs])

At this point all the counties that had MSO data available and usable had their total projected HP and HNP calculated.

## 4. Determine Projections of Counties w/out MSO Data Based on Region, State and County Size of Counties That Do

We then had to go through an iterative process to compute the proper ratios for projecting [HP of MSO HHs], [HP of Total HHs], [NP of MSO HHs] and [NP of Total HHs] for the other counties of the same size in the same state and the same region that did not have any MSO data available, or whose MSO data was deemed unusable. To do this, we used the counties that did have useable MSO data and aggregated the [MSO HHs], [Total HHs] and [Adj HP], by Region, State and CountySize, then computed the following “multipliers” for each combination of Region, State and CountySize:

- [MSO HHs to Total HHs%] = ((sum([MSO HHs])) / (sum([Total HHs])))



- $[HP \text{ to MSO HHs\%}] = ((\text{sum}([Adj \text{ HP}])) / (\text{sum}([MSO \text{ HHs}])))$

Applying these multipliers to [Total HHs] of all of the counties that did not have MSO data as a basis, by joining these counties to the aggregated data of the counties that did have usable MSO data by Region, State and CountySize, we computed:

- $[MSO \text{ HHs}] = ([Total \text{ HHs}] * [MSO \text{ HHs to Total HHs\%}])$
- $[HP \text{ by MSO HHs}] = ([Total \text{ HHs}] * [MSO \text{ HHs to Total HHs\%}] * [HP \text{ to MSO HHs\%}])$
- $[HP \text{ by Total HHs}] = ([Total \text{ HHs}] * [HP \text{ to MSO HHs\%}])$

From these values, HNP were calculated as:

- $[NP \text{ of MSO HHs}] = ([MSO \text{ HHs}] - [HP \text{ by MSO HHs}])$
- $[NP \text{ of Total HHs}] = ([Total \text{ HHs}] - [HP \text{ by Total HHs}])$

For example, if all the “A” counties in Michigan with usable MSO data had an aggregated [Total HHs] equal to 1,382,095 and an aggregated [MSO HHs] equal to 597,629 and an aggregated [Adj HP] equal to 444,844, then the [MSO HHs to Total HHs%] of Michigan “A” counties would equal (approximately) 43.24% and the [HP to MSO HHs%] would equal (approximately) 74.44%. Thus, the projected values for all of the Michigan “A” counties that did not have any MSO ZIPs, using those counties’ specific [Total HHs], were calculated as:

- $[MSO \text{ HHs}] = ([Total \text{ HHs}] * 0.4324)$
- $[HP \text{ by MSO HHs}] = ([Total \text{ HHs}] * 0.4324 * 0.7444)$
- $[HP \text{ by Total HHs}] = ([Total \text{ HHs}] * 0.7444)$

## 5. Determine Projections of Counties w/out MSO Data Based on Region and County Size

What remained were a few counties that did not have any MSO data and that did not have a Region, CountySize and State corresponding to the multipliers calculated in step 4. The only thing left to join these counties on was Region and CountySize. We went through the same process as step 4 to determine [MSO HHs to Total HHs%] and [HP to MSO HHs%] by Region and CountySize based on aggregated [MSO HHs], [Total HHs] and [Adj HP] for each Region and CountySize of the counties with MSO data, and applied those multipliers to the remaining counties that had not yet had projections calculated.

For example, Arkansas, a Southeast state, did not have any “C” counties with any useable MSO data. All the “C” counties in the Southeast with usable MSO data had an aggregated [Total HHs] equal to 3,176,480 and an aggregated [MSO HHs] equal to 2,665,662 and an aggregated [Adj HP] equal to 2,172,601. Therefore, the [MSO HHs to Total HHs%] of Arkansas “C” counties would equal (approximately) 83.92% and the [HP



to MSO HHs%] would equal (approximately) 81.50%. Thus, the projected values for all of the Arkansas “C” counties that did not have any MSO ZIPs, using those counties’ specific [Total HHs], were calculated as:

- [MSO HHs] = ([Total HHs] \* 0.839187)
- [HP by MSO HHs] = ([Total HHs] \* 0.839187 \* 0.8150)
- [HP by Total HHs] = ([Total HHs] \* 0.8150)

Once this was completed and all counties in the US had projected MSO HHs and HP, HNP for each county was computed as

- [NP of MSO HHs] = ([MSO HHs] – [HP by MSO HHs])
- [NP of Total HHs] = ([Total HHs] – [HP by Total HHs])

## Final Prep

The result is a projection of likely households passed by cable and likely households NOT passed by cable based on likely MSO presence, or penetration, in each US county based on county size in each of the geographic designations.

The final results were copied and pasted into an Excel spreadsheet. Columns were added to compute the ratios of MSO HHs to Total HHs, HP (based on MSO HHs) to MSO HHs, and HNP (based on MSO HHs) to MSO HHs. The data was grouped onto separate worksheets for each region, and grouped by State within each region. Finally, aggregate values for the A, B, C and D counties of each State was placed at the start of each State’s data.

Of course, headers, footers and logo were appropriately placed on each worksheet, and each worksheet was set to landscape format with the appropriate margins to provide the client with a “single page” view of the data without the need for their intervention or formatting, should they choose to print any of the worksheets out.

## **EchoStar and DIRECTV Local-Into-Local Timeline**

January 1998	Echostar commences local services in 6 markets
August 1998	Echostar commences local services in 5 more markets
May 1999	DirecTV announces <i>plans</i> to offer local services in 2 markets (after legislation passes)
September 1999	DirecTV updates previous statement to announce <i>plans</i> for local service in 20 markets
November 1999	DirecTV and Echostar both applaud passage of SHVA Echostar commences local services to 13 markets DirecTV commences local services to 2 markets
December 1999	Echostar commences local services in 5 additional markets DirecTV commences local services in 15 additional markets
January 2000	Echostar commences local services in 3 additional markets (total – 21) DirecTV commences local services in 2 additional markets (total – 16)
February 2000	Echostar commences local services in 3 additional markets DirecTV commences local services in 2 additional markets
March 2000	Echostar commences local services in 2 additional markets (total – 26) DirecTV commences local services in 5 additional markets (total – 23)
April 2000	Echostar commences local services in 2 additional markets
May 2000	DirecTV announces <i>plans</i> to offer local services in 12 additional markets
June 2000	Echostar commences local services in 1 additional market DirecTV commences local services in 4 additional markets
July 2000	Echostar commences local services in 1 additional market DirecTV commences local services in 3 additional markets
August 2000	DirecTV commences local services in 1 additional market
September 2000	Echostar commences local services in 2 additional markets (total – 32) DirecTV commences local services in 4 additional markets (total – 35)
October 2000	Echostar commences local services in 1 additional market
November 2000	Echostar commences local services in 1 additional market DirecTV commences local services in 2 additional markets
December 2000	DirecTV commences local services in 3 additional markets
October 2001	DirecTV – Echostar merger proposal announced
December 2001	Echostar announces <i>plans</i> to offer additional local channels in 36 markets DirecTV announces <i>plans</i> to offer additional local channels in 39 markets
January 2002	DirecTV announces <i>plans</i> to offer local services in 10 additional markets in 2002

**TOP 25 DMA DATA**  
**A Comparison of EchoStar - DirecTV Local Service Entrance to Market**

<b>Market</b>	<b>EchoStar</b>	<b>DirecTV</b>	<b>Time Span</b>
New York, NY	* <b>01/08/1998 and November 29, 1999</b>	29-Nov-99	0 days
Los Angeles, CA	<b>29-Nov-99</b>	29-Nov-99	0 days
Chicago, IL	* <b>01/08/1998 and November 29, 1999</b>	17-Dec-99	18 days
Philadelphia, PA	27-Dec-99	<b>9-Dec-99</b>	18 days
San Francisco-Oakland-San Jose, CA	* <b>08/01/1998 and November 29, 1999</b>	3-Dec-99	4 days
Boston, MA	* <b>01/08/1998 and November 29, 1999</b>	28-Dec-99	29 days
Dallas-Ft. Worth, TX	* <b>01/08/1998 and November 29, 1999</b>	17-Dec-99	18 days
Washington, DC	* <b>01/08/1998 and November 29, 1999</b>	3-Dec-99	4 days
Atlanta, GA	* <b>01/08/1998 and November 29, 1999</b>	9-Dec-99	10 days
Detroit, MI	27-Dec-99	<b>9-Dec-99</b>	18 days
Houston, TX	19-Jan-00	<b>17-Dec-99</b>	33 days
Seattle-Tacoma, WA	<b>11-Jan-00</b>	3-Feb-00	23 days
Minneapolis-St. Paul, MN	<b>21-Dec-99</b>	14-Jan-00	24 days
Tampa-St. Petersburg, FL	21-Feb-00	<b>14-Jan-00</b>	38 days
Miami-Ft. Lauderdale, FL	<b>29-Nov-99</b>	9-Dec-99	10 days
Phoenix, AZ	* <b>08/01/1998 and November 29, 1999</b>	9-Dec-99	10 days
Cleveland-Akron, OH	1-Feb-00	<b>17-Dec-99</b>	46 days
Denver, CO	* <b>08/01/1998 and November 29, 1999</b>	3-Dec-99	4 days
Sacramento-Stockton-Modesto, CA	<b>29-Feb-00</b>	2-Mar-00	2 days
Orlando-Daytona Beach-Melbourne, FL	<b>31-Jan-00</b>	3-Feb-00	3 days
Pittsburgh, PA	<b>29-Nov-99</b>	30-Jun-00	215 days
St. Louis, MO	3-Mar-00	<b>2-Mar-00</b>	1 day
Portland, OR	<b>6-Mar-00</b>	24-Aug-00	171 days
Baltimore, MD	n/a	30-Jun-00	n/a
Indianapolis, IN	<b>17-Apr-00</b>	27-Jul-00	101 days

**First to market is bolded.**

\* EchoStar announced service to these particular markets twice, both in 1998, before SHVIA was enacted, and again in November 1999, after SHVIA was signed into law.

**Channel Capacity of Existing Cable Systems as of December 2000**

<b>Channel Capacity</b>	<b># Systems</b>	<b>% Total Systems</b>	<b>Subscribers</b>	<b>% Total Subs</b>
125 +	13	0.13%	858,586	0.30%
91-124	90	0.88%	2,978,321	4.30%
54-90	2,190	21.38%	37,814,695	57.52%
30-53	5,716	55.80%	17,798,869	33.30%
20-29	735	7.18%	392,919	1.12%
13-19	218	2.13%	41,909	0.11%
6-12	247	2.41%	56,622	0.12%
5 only	7	0.07%	833	0.00%
under 5	5	0.05%	3,749	0.01%
not avail.	1,022	9.98%	4,973,851	2.23%
<b>TOTALS</b>	<b>10,243</b>		<b>64,920,534</b>	

***ALMOST 35% OF CABLE SUBS HAVE 53 OR FEWER CHANNELS***

Source: Warren Communications News, Television and Cable Factbook  
2001 Vol. 69 at F-2.





## FACTS BLAST



August 29, 2001

Dear DISH Network Retailer,

Summer is coming to an end, but the **DISH Network** deals continue to sizzle! Read on to find out what was covered on Tuesday's **Chat**.

### PROMOTIONS

- We are very satisfied with the results of the new **I Like 9** promotion! Please remember to only use this promotion for system purchases of **\$199** or higher.
- **I Like 9** requires a professional installation or a professional installation certificate. Installation needs to follow the rules for standard installation. **Flex** and **FPI** payments are intended to subsidize the **Retailer's** professional installation. Therefore, you cannot simply furnish the customer with an installation kit.
- If your sales exceed your install capabilities, you can purchase professional installation certificates through your **Distributor** or **Echosphere** location. Give the certificates to your customers, they will contact us and **DNSC** will perform the installation. Their cost is as follows:

PART #	101448
PRICE	\$149

- Customers activating services under the **Q3 Referral** program (**DGFT**, **R6FT**) are now able to utilize the **I Like 9** promotion through **September 30, 2001**
  - If a customer has a **Q3 Referral** certificate, they now have a choice of either participating in the **Free** system offer with **AT50 (1-year commitment at \$21.99)** or signing up for **I Like 9**, paying **\$199** for the system and getting the **12 credits of \$21.99**. If the customer chooses **I Like 9**, be sure to collect the sales price of the equipment as there is no equipment reimbursement under the **I Like 9** promotion, even when used as part of the **Gift Program**. At the time of activation you must give the **CSR** the **certificate number** first and then the new promo code **R96FT**.
  - **Important:** the only way the existing customer can receive credit for their friend's activation under this promotion is if the certificate number and promo code is given. These could be your customers that have sent their friends to your location expecting to receive their reward! Please make sure the certificate is used correctly and the customer signs up under **one** of these **two** options.

- **NEW News!** Effective **September 1, 2001** you can use the **Model 2712** receiver in **Free DISH**. Here are the economics:

<b>ACTIVATION</b>	<b>\$100</b>
<b>FLEX</b>	<b>\$70</b>
<b>FPI</b>	<b>\$50</b>
<b>UPFRONT (CUSTOMER)</b>	<b>\$0</b>
<b>EQUIPMENT REIMBURSEMENT</b>	<b>\$99</b>
<b>(EQUIPMENT COST)</b>	<b>(\$99)</b>
<b>NET REVENUE</b>	<b>\$220</b>
<b>TOTAL REVENUE WITH CO-OP</b>	<b>\$270</b>

**PROMO CODE: RDISH**

- **Digital Home Plan** continues through **December 31, 2001!**
  - Don't forget that we must talk to your customer at the time of activation (**1-888-ADD-DISH [3474]**).
  - Customers' **Social Security Numbers** are required at the time of the **account activation call** we are no longer asking for this on the **claim form**. Please inform your customers that their **SSN** is going to be requested and if they do not want to give this information, advise them to choose another promotion. **DHP Certificates** are different. We will ask for the **SSN** when the customer calls to schedule the installation.
  - The **4:4 Switch** can be used on **3 and 4 receiver** installations through **September 30, 2001**. Remember, you will need to attach the **UPC** from the switch to your claim to receive reimbursement.
- **NEW OFFER for Existing Customers!** This special **DishPVR 501 Upgrade** offer includes a **DishPVR 501** for just **\$199** when a customer subscribes to **AT150** for **12 months** and enrolls in **Credit Card Autopay** (we will need to talk to the customer to set this up and there is only one upgrade per customer). Don't forget to mention to your customers that **PVR features are Free**
  - **Retailer** reimbursement is **\$120** and the installation payment is **\$25**. Here are the economics:

<b>UPFRONT (CUSTOMER)</b>	<b>\$199</b>
<b>HARDWARE REIMBURSEMENT</b>	<b>\$120</b>
<b>INSTALLATION PAYMENT</b>	<b>\$25</b>
<b>(HARDWARE COST)</b>	<b>(\$319)</b>
<b>TOTAL REVENUE OPPORTUNITY</b>	<b>\$25</b>

- If a **501** is used as an **A/O**, it receives a **\$40** activation.
  - **PROMO CODE: RE501**
- The **12-month commitment** is added to any outstanding commitment the customer currently has (for example, if they have **6 months** remaining, they will now have an **18-month** commitment).
- **Free installation** is included as a primary or secondary receiver. For **three or more receivers** the customer pays any additional installation charges and we pay **Retailers \$40** for **A/Os** and **\$25** for installation reimbursement.
- Customers should contact the **Retailer** who installed them originally or call **1-800-333-DISH**. Please remember you should only do the upgrade for your own customers.

- **NEW DISHPlayer offer**DISH Network is providing a limited time offer on all new **DISHPlayer** activations. All new, first time **DISHPlayer** activations initiated by new or existing customers will receive **Personal TV (PTV)FREE** through **June 30, 2003** For the specific requirements and for more details on this offer, please see the **Business Rules** on the **Retailer Website** This promotion is valid through **October 31, 2001**
- **PROMO CODES:** here's a summary of our current promo codes:

<b>I LIKE 9</b>	<b>RNINE</b>	<b>Expires October 31</b>
<b>Q3 REFERRAL W/ IL9</b>	<b>R96FT</b>	<b>Expires September 30</b>
<b>FREE DISH</b>	<b>RDISH</b>	<b>Expires October 31</b>
<b>TRADE UP TO DISH</b>	<b>RTDUP</b>	<b>Expires September 30</b>
<b>EXISTING CUSTOMER 501</b>	<b>RE501</b>	<b>Expires October 31</b>
<b>DIGITAL HOME PLAN</b>	<b>RDHP</b>	<b>Expires December 31</b>
<b>DISHPVR PLAN</b>	<b>RPVR</b>	<b>Expires October 31</b>
<b>BIG DISH EXCHANGE</b>	<b>RBIG</b>	<b>Expires October 31</b>
<b>FREE DISH 500 UPGRADE</b>	<b>R500</b>	<b>Expires October 31</b>
<b>FREE DISHMOVER</b>	<b>RMOVE</b>	<b>Expires October 31</b>

## STARBAND

- **Model 360** systems are now available! Please contact your **Distributor** or **Echosphere** location today. The **Model 360** modem is smaller, has no internal fans, provides **USB** and **Ethernet** ports and is easier to install. The **MSRP** for the **Model 360** is **\$549** including the **LNBFs**
- We continue to upgrade the **Model 180s** in the field for the new **Model 360**. The remaining conversions are going well and are expected to be complete by the end of the year.
- We are accepting inventory of never activated **Model 180s** for a **Free** upgrade replacement of a **Model 360** until **August 30, 2001** If you purchased from a **Distributor**, please contact that **Distributor**. If you purchased from **Echosphere** you need to get an **RA** from the **Retailer Web site**. Please follow these steps to return **Model 180** inventory purchased through **Echosphere**
  1. Go to <http://retailer.echostar.com>
  2. Click on the "Service" tab and then click on "Return Authorization."
  3. Click on "StarBand 180 Modem Upgrade Requests."
- To become a **StarBand Retailer** you need to be able to follow the business rules and have certified installation capability through your company or contracted installer to sell **StarBand**
  - **Installer certification** is available at [www.starband.com/training](http://www.starband.com/training). Then, contact your **Distributor** or **Echosphere** account manager to sign up.
- **Installation Reminder:** When activating both **DISH Network** and **StarBand** be sure to build the account under the proper **DISH** promotion first and then add the **StarBand** codes.
- If you have questions regarding **StarBand** please email them to [starband.support@echostar.com](mailto:starband.support@echostar.com).
- Important **StarBand** phone numbers:
  - **Customer Support # 1-800-4STARBAND**
  - **Retailer Tech/Installation Support # 1-888-424-4121**
- **Sales Highlights**
  - More and more people are looking for a **High-Speed Internet** solution.
  - **StarBand** is always on and much faster than dial-up.
  - The new **Model 360** modem is easier to install than the **Model 180** or competing systems.

- Here are the **StarBand** economics:

STARBAND ECONOMICS	MODEL 360
ACTIVATION, FLEX	\$200
UPFRONT (CUSTOMER)	\$549
INSTALLATION (CUSTOMER)	\$199
(EQUIPMENT COST)	(\$549)
NET REVENUE	\$399
TOTAL WITH CO-OP ACCRUAL	\$449

## PROGRAMMING

- ESPN Gameplan**

- Customers can get over **100 college football games** during the season, which begins on **September 1, 2001** and ends on **November 24, 2001**!
- Customers **order** the season by calling **1-877-363-EVNT (3868)** before **August 31, 2001** to get this package for only **\$89**! After **August 31, 2001** the price increases to **\$99**. Additionally, customers can get all the games on any **Saturday** for **\$11.95** through their remote or by calling the number mentioned above. Please note that all automated phone orders include a **\$1** fee. **ESPN Gameplan** is also available for **Commercial** accounts by calling **1-800-454-0843**.

## NFL

- NFL literature** is available at **Get-A-Grip** for **\$8.50** (pack of **50**). This piece will show your customers how much **NFL** football is available on **DISH Network**.
- The **September** issue of **DISH Entertainment Magazine** has a **schedule** of the entire **NFL season**! Remember, if you buy **5** issues, you get the **6<sup>th</sup>** issue **Free**. **Retailer** pricing remains at **\$2.50** per issue (include shipping). Call **1-800-282-7851** to order.

As of right now, the **World Wrestling Federation** is not making their next show, "**Unforgiven**" available to **DirecTV**. This allows a great opportunity for you to convert some of your **DirecTV** customers to **DISH Network**. "**Unforgiven**" will be available on **September 23, 2001** for **\$29.95**.

- HBO** is now offering **Dolby Digital** audio on **HBO East** and **HBO West (CH.300 and CH.303)**. The following receivers support **Dolby Digital Models 4000** (with adapter), **5000** (with adapter) or **4700, 4900, 6000** and **7100/7200, DishPVR 501** and **JVC DVHS**.
- The prices for **Adult Services** are increasing on **September 1, 2001**. This increase applies to **Pay-Per-View monthly subscriptions** and **annual subscriptions**. Customers who currently subscribe to **Adult** subscription services, both annual and monthly, will receive notification of the price increase on their invoice. Take a look at the new prices:

ADULT SERVICES	PAY-PER-VIEW		MONTHLY SUBSCRIPTION	
	OLD	NEW	OLD	NEW
ECLIP	\$8.99/90 MIN	\$9.99/90 MIN	\$19.99	\$22.99
TEN	\$8.99/90 MIN	\$9.99/90 MIN	\$19.99	\$22.99
EXTASY	\$9.99/90 MIN	\$10.99/90 MIN	\$24.99	\$27.99
EXTASY/TeN COMBO	N/A	N/A	\$34.99	\$37.99
PLEASURE	\$5.99/90 MIN	\$6.99/90 MIN	N/A	N/A
PLAYBOY	\$6.99/4 HRS	\$7.99/4 HRS	\$12.99	\$14.99

- **International Programming**
  - **Russian Programming: Limited Time Offer** for all new and existing **NTV International** customers! From **September 1, 2001** through **September 30, 2001** customers can sign up for an annual subscription to **NTV** and receive **12 months** for the price of **10**. That's a savings of **\$49.98**
  - Beginning **September 27, 2001** **ZEE TV (CH.610)** and **TV Asia (CH.612)** will no longer be available at the **119°** satellite location. Customers can still find **Zee TV** and **TV Asia** in our great **South Asian** packages available at the **61.5°** and **148°** locations. Check out the **Super Pack** that consists of **TV Asia**, **ZEE TV** and **Sony Entertainment Television** for only **\$34.99**. For even more value, the **Mega Pack** is available for only **\$49.99** and has five great **South Asian** channels (**ZEE TV**, **TV Asia**, **Sony Entertainment Television**, **B4U** and **ZEE Gold**). Customers should call **1-888-454-2504** to find out about a **Free South Asian** re-point/upgrade offer. Please do not activate new customers at the **119°** satellite location.
  - **Pakistan's** top TV station, **PTV**, is now available to **DISH Network** customers a la carte for the monthly price of **\$14.99**.
    - Customers with a dish pointed at **61.5°** or **148°** will enjoy a **Free preview** of **PTV August 14** through **September 11**
    - **PTV** offers a variety of programming including coverage of national news, major events and current affairs as well as TV series, plays, comedies, and traditional and pop music. **PTV** broadcasts **24** hours a day in **Pakistan** languages such as **Urdu**, **Punjabi** and **Pushta**
    - **PTV** is available from the **61.5°** and **148°** west longitude orbital locations on **CH.616**
  - **Don't forget!** We're no longer activating **TV Japan** customers at **119°**. Please activate all new **TV Japan** customers at the **61.5°** or **148°** locations.

## RETAIL SERVICES

- **NEW!** There's a new tool on the **Retailer Web Site** that allows you to complete payment research online and submit receivers for research to **Retail Services** without having to go through the email or FAX process. Please take a look and use this tool for your next commission payment inquiries. If you have comments or suggestions about the research tool, please email [retailservices@echostar.com](mailto:retailservices@echostar.com). We look forward to getting your feedback!

## DNOSC

- **Retailers** interested in becoming a subcontractor for **DNOSC** should notify **DNOSC** by emailing [dosc@echostar.com](mailto:dosc@echostar.com) or by contacting **Michele Beerman** at **303-723-2028**. When submitting your request, it is important to provide us with the following information: company name, principal of company, address and phone number and/or FAX number. Once **DNOSC** receives this information they will send you an **installation packet** that outlines the requirements for becoming **DNOSC Subcontractor**

## CUSTOMER RETENTION

- **Customer retention** allows for **more revenue** and **residuals**, **fewer chargebacks** and **fewer service calls** (lower costs)...**benefits** to us all!
- Customer retention begins with matching the customer with the correct promotion.
- Beginning **November 1, 2001** along with the **Q4 Promotions** we will recognize the impact of **churn** on your business and our business with a specific program that reduces **Retailer** payments if you are experiencing above-average **churn** through their customer base.
- Therefore, we have a new section on the **Retailer Web Site** called **"Keeping Your Customers."** Here, you will find the following information: new customer education materials, technical troubleshooting tips and an installation checklist to use when you're in the customer's home.
- There are **3 areas** where you can affect **customer retention**
  - 1. In store / at point of sale.**
    - **Right-sell** your customer - either with credit card, commitment or cash upfront.
    - Cover locals / network solution.
    - Specific **promotion disclosures** For example, with **DHP**, cover disclosures, give the customer a copy of the **DHP** agreement and inform them of the **3-day** grace period. For **I Like 9**, tell the customer that the discount is good for **12 months**
  - 2. At installation.**
    - **Maximize signal strength** make sure to peak at 110 and use the right cable.
    - Cover locals / network solution.
    - Give the customer a **demonstration** of the system. Let them "test drive" the remote, show them how to use the **EPG**, etc.
    - Remind customers that the first bill is for **2 months**
    - Leave your **phone number** with the customer; place a sticker on the back of the receiver with your business information.
  - 3. After activation.**
    - Follow-up **72 hours** after the activation to check the customer's satisfaction.

## TEAM SUMMIT 2002

- Don't forget to mark your calendars, we're going to **Orlando, Florida April 17 to April 21, 2002**
- Registration information will be announced on a **Chat** in **September**. Please don't contact the resort directly to make reservations and don't make plans to stay at another hotel.

## RETAILER INCENTIVE

- Congratulations to the **2<sup>nd</sup> periodic drawing winners** **World Vision Satellite** (Columbia, SC), **AM PAC International** (Oakland, CA) and **Johnson Satellite Service** (Dent, MN).
- The **Top 75** pace is now **2147**!

The next **Customer Chat** is on **Monday, September 10** at **9:00 p.m. EST (CH.101)**. The next **Retailer Chat** is on **Tuesday, September 18** at **12:00 noon EST (CH.999)**. Tune in to the **Retailer News Channel** on **CH.999** for the most up-to-date **DISH Network** information, promo codes, contact information and training tips.

**Keep Selling DISH Network, Chris Clark, VP Special Distribution**





INTERNACIONAL



El Canal del Tiempo

Utilísima  
Satelital



El Nuevo DIRECTV



DIRECTV  
PARA TODOS™





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**DIRECTV PARA TODOS means "programming for everyone"**

**Service launched on October 15, 1999**

**Two Spanish/English programming packages to serve the multi-lingual, multi-generational household**

**New DIRECTV PARA TODOS™ branded receiver and dish; on-screen menus in Spanish and English**

**Can receive all existing DIRECTV® services**

**Dedicated bilingual Customer Service Center open 24 hours per day, 7 days per week: 1-888-388-6622**



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**Television viewing plays a key role within the U.S. Hispanic family experience**

**Most U.S. cities limited to two over-the-air Spanish stations (Univision & Telemundo affiliates)**

**Current Hispanic programming options in the U.S. are not addressing the various regional, age-level, and gender needs of the Hispanic population**

**Cable penetration growing but still limited (65% penetration in most markets). Low penetration of cable among Hispanics is due to lack of relevant programming, not cost considerations:**

**Price ≠ Value**

**Satellite very underdeveloped (7% - 8% penetration)**



October 1999

SF/SJ  
Miami  
Houston

January 2000

SF/SJ  
Miami  
Houston  
Dallas  
El Paso  
San Diego  
Fresno  
Sacramento  
Phoenix  
Los Angeles

March 2000

SF/SJ  
Miami  
Houston  
Dallas  
El Paso  
San Diego  
Fresno  
Sacramento  
Phoenix  
Los Angeles  
San Antonio  
McAllen/Brownsville  
Chicago  
New York  
Albuquerque  
Denver

Reflects ranking of Hispanic markets nationwide.



City order in size of market for each state





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## Category Introduction & Education

- ▶ **Introduce DBS to the U.S. Hispanic market - small dish technology and its benefits**  
**Demonstrate how small dish technology can provide new solutions to unmet Spanish-language programming needs that exist today - solutions that C-Band and Cable cannot address.**

**Largest number of Spanish channels available**

**Wide variety of programming for all members of the family, including movies (Spanish & English), educational (children & adults) and sports**

**Ability to control viewing - Locks and Limits**

**Digital-quality picture and sound**



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## Category Introduction & Education (continued)

### ▲ Branding

**Promote DIRECTV PARA TODOS™ as the leader in delivering choice and control solutions within TV in-home entertainment.**

- **Reinforce brand positioning with the DIRECTV PARA TODOS™ mark and “Cambió la televisión” tagline.**

### Merchandising

**Welcome kit in corrugate**

**Tear sheet and consumer brochure available at POS**

**In-market promotional activity**



32 English channels  
19 Spanish channels  
Total 51 channels - comparable to SELECT CHOICE®

Access to DIRECT TICKET® pay per view, premium movie programming and sports subscriptions.

### English Channels



MGM  
Part of the MGM Group



### Spanish Channels



El Canal del Tiempo



East & West



Internacional



Gala



(East & West)

All programming and pricing subject to change.







**\$41.99/mo.**

**OPCIÓN EXTRA ESPECIAL™  
STARZ!**

14 STARZ! Channels

110 OPCIÓN EXTRA ESPECIAL™

**Over 120 Channels**

**\$49.99/mo.**

**OPCIÓN EXTRA ESPECIAL™  
HBO®**

10 HBO Channels

110 OPCIÓN EXTRA ESPECIAL™

**Over 115 Channels**

**\$46.99/mo.**

**OPCIÓN EXTRA ESPECIAL™  
SHOWTIME**

9 SHOWTIME Channels

110 OPCIÓN EXTRA ESPECIAL™

**Over 115 Channels**

**\$10.00/mo. DEPORTES**

(available with activation of OPCIÓN  
EXTRA ESPECIAL™ \$31.99)

28 SPORTS Channels

(including Local Regional Sports Channels)



---

**Sports and premium subscription packages are also available**

**Access to up to 55 different pay per view choices a day**

**Up to 80% of the blockbuster movies with ESP**



## Cable

(All Cable providers must carry  
Univision, Galavisión and Telemundo.)

## DISH Network™

Number of Spanish Services	DISH Latino Package (\$19.99)		Cable
	Univision Galavisión Telemundo Telemundo Internacional FOX Sports World Español HTV Cine Latino Discovery En Español	GEMS TVE TV Azteca Gran Canal Latino Canal Sur TV Chile Playboy En Español (optional) Dish CE Latin (6 audio channels)	
22			Buena Vista (LA) 6 Cable Vision (NY) 4 TCI (Miami) 14 Adelphia (Miami) 13 TCI (SF) 4 TCI (Chicago) 4
Number of ESP Services	Cartoon Network HBO Cinemax		Buena Vista (LA) - Cable Vision (NY) - TCI (Miami) - Adelphia (Miami) - TCI (SF) - TCI (Chicago) -
Number of Premium Packages	Premium Packages (\$35.99) HBO The Works package (\$1 additional charge for HBO package) SHOWTIME Unlimited package Multimax package STARZI/Encore package Up to 28 premium channels. If Top 150 Package is ordered, then it is up to 37.		Buena Vista (LA) 3 Cable Vision (NY) 3 TCI (Miami) 3 Adelphia (Miami) 3 TCI (SF) 3 TCI (Chicago) 3
Monthly Rate for all Services Shown	\$84.97 Includes: DISH Latino Premium Services Top 100 Package	\$19.99 \$35.99* \$28.99 \$84.97	\$50-\$80 \$50-\$80 \$50-\$80 \$50-\$80 \$50-\$80 \$50-\$80

(\*Only \$30.00 if ordering Top 150  
under "Buy Everything Pack" deal)



## **DIRECTV PARA TODOS™ System (Receiver Bezel & Antenna) will be branded Receives signal from two satellites (101° and 119°)**

**Oval antenna (18"x 24") with  
Dual/Dual LNBs**

**HNS manufactured; others to follow soon**

**Bilingual on-screen menus**

**Bilingual Owner's Manual and Reference Guide**

**Distinct corrugate box with unique artwork and bilingual  
product features**

**Professional installation recommended**





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**DIRECTV PARA TODOS™ HOTLINE:**

**Spanish language call center in Miami, FL**

**Bilingual agents 24 hrs./7 days week  
Spanish and English**



▶ **DIRECTV PARA TODOS™ for the whole family**

**Huge market potential**

**Customers can receive ALL DIRECTV® programming**

**DIRECTV**

**PARA TODOS™**





## FOX Sports Net on DISH Network



### What is FOX Sports Net?

FOX Sports Net is a collection of over 20 FOX Sports Net Affiliates from across the country. Each one of these regional sports networks bring customers the ultimate sports viewing experience. Coverage of local professional sports, college athletics, high school sports, auto racing, boxing, golf tennis and much more. Plus great FOX Sports Net programming like FOX Sports News, the Last Word, Goin' Deep and Hardcore baseball.

### How do I get access to FOX Sports Net on DISH Network?

There are two ways to get FOX Sports Net on DISH.

1. You will have access to your local FOX Sports Net affiliate when you sign up for America's Top 100 CD package. Your local regional sports network will give you coverage of local professional teams.
2. If you sign up for the Multisport package, you will have access to all of the other FOX Sports Net affiliates across the country (without additional professional sports coverage.) This way you can watch all of the auto racing, boxing, coaches shows, high school sports, tennis, golf, and outdoors shows that you can handle.

### What types of sports do I receive with the Multisport package?

We've done the math for you! With access to over 20 FOX Sports Net Affiliates, it adds up to over 2000 hours of sports programming a month. Here is a sample of what you can get with Multisport:

<u>Event</u>	<u>Avg. # of Hours a Year</u>
Auto Racing	1,600
Horse Racing	400
NCAA Football	700
NCAA Women's Basketball	350
NCAA Baseball	300
NCAA Hockey	250
Outdoor / Extreme Sports	650
Boxing	750
Tennis	625
Volleyball	200
Wrestling	125
International Sports	900
Soccer	750
Golf	650

### Why are some FOX Sports Net programs blacked out to DISH customers?

The most commonly asked questions are usually about blackouts. In the world of sports broadcasting, situations arise when FOX Sports Net is not permitted to broadcast games in certain parts of the country. These blackouts are designed to protect the rights to certain games purchased by programmers other than FOX Sports Net.

For FOX Sports Net on DISH Network, there is one simple rule that applies - **Regional coverage only.** You can only watch professional sports on your local regional sports network. This applies to all MLB, NBA, NHL, WNBA and MLS games.

Also, Blackouts on the Regional Sports Networks are not based on arena sellouts. They are in place to protect the various broadcast rights holders for each game. Each league, NBA, NHL and MLB, determine it's team territories differently. Consequently, an NBA team and a MLB team from the same market will have drastically different local blackouts areas. This can be a very confusing subject at times.

When discussing blackouts, remember these scenarios:

1. Regional coverage only. You will only receive professional sports on your local FOX Sports Net Affiliate.
2. Regional games take precedent over National games. Anytime a game is carried by your local regional sports network and a national network, you must watch the local network's broadcast. For example, if your local FOX Sports Net Affiliate and ESPN are carrying the same game, you must watch it on your regional sports network
3. Blackouts are not based on arena sellouts. The NFL is the only sport that will blackout a game because it is not sold out.

### **What if my local station carries more than one live event one evening?**

If your local regional sports network carries more than one live event at the same time, DISH network will broadcast one event on the channel and one event on an alternate channel. For example, FOX Sports Net Southwest carries the Texas Rangers and the Houston Astros during the MLB season. If the Rangers and Astros play on the same night, then DISH will show one game on FOXSW (CH. 416) and the other game on an alternate. The alternate stations are on channels 451, 452 & 453.

### **What is the FOX Sports Net Channel Line-up on DISH Network?**

<b>RSN</b>	<b>Channel Number</b>
Empire	432
FOX Sports Arizona	415
FOX Sports Bay Area	419
FOX Sports Chicago	421
FOX Sports Cincinnati	427
FOX Sports Detroit	430
FOX Sports Midwest	418
FOX Sports New England	435
FOX Sports New York	413
FOX Sports Northwest	426
FOX Sports Ohio	425
FOX Sports Pittsburgh	428
FOX Sports Rocky Mountain	414
FOX Sports South	420
FOX Sports Southwest	416
FOX Sports West	417
FOX Sports West 2	N/A
HTS	424
MSG	412
MSC	436
NESN	434
SportsChannel Florida	423
Sunshine Network	422
Alternate Channels	451, 452, 453



# HURRY! Limited Time Offer.

Attachment  
C-90

## The Only Satellite TV System You Get

# FREE

### With FREE Installation.

## \$39<sup>99</sup> Per Month Is All You Pay

Get a FREE DISH Network digital satellite TV system (Model 3822/3922) and FREE basic Professional Installation through March 31, 2001. Just subscribe to America's Top 150, the best value in TV entertainment for only \$39.99/mo. Valid major credit card and 12-month commitment required.

ABSOLUTELY  
NO MONEY  
UPFRONT



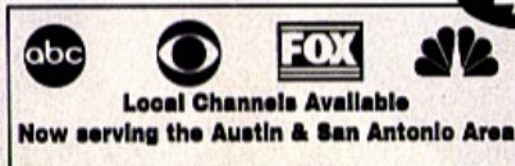
### The Best Value in TV Entertainment!

## \$39<sup>99</sup> MONTH

**SPORTS** • ESPN • ESPN2 • ESPNEWS • ESPN Classic • TYG • Your Regional Sports Network  
• CNN/Sports Illustrated • Speedvision • The Outdoor Channel • Outdoor Life Network • Discovery  
Wings • The Golf Channel • FOX Sports World • NEWS/INFO • Court TV • CNN • Headline News  
• CNNfn • CNN International • C-Span • C-Span2 • NASA • The Weather Channel • CNBC • MSNBC • FOX News  
Channel • Bloomberg TV • FAMILY • Nickelodeon/Nick at Nite (East & West) • Nickelodeon Games & Sports  
• Disney Channel (East & West) • Toon Disney • EWTN • Angel One • Lifetime • TBN • Cartoon Network • Fox  
Family Channel • Noggin • PAX TV • Boomerang • Odyssey • Discovery Kids • WHAM! • MOVIES • The Movie  
Channel (West) • The Movie Channel 2 (West) • Encore West • Action • Love Stories • Mystery • True Stories •  
Westerns • FOX Movie Channel • Turner Classic Movies • Lifetime Movie Network • Romance Classics •  
Independent Film Channel • American Movie Classics • VARIETY • Style • Sci-Fi Channel • E!  
Entertainment 8 USA Network • TV Land • ValueVision • Comedy Central • QVC • A&E • Home Shopping Network  
• Shop At Home • TNN • TNT • Bravo • FX • WGN • BET • BBC • America • Game Show Network • SoapNet  
• The Biography Channel • WISDOM Television • LEARNING • The History Channel • History Channel  
International • Discovery Channel • Travel Channel • TLC • Animal Planet • Discovery Civilization • Discovery  
Home & Leisure • Discovery Science • Discovery Science • Discovery Health • DIY • Food Network • HGTV • 12 Public  
Interest Channels • MUSIC • MTV • MTV2 • CMT • VH1 • DISH CD™ with over 50 channels of commercial-free  
music • SPANISH • Univision • Galavisión

\*Share a channel.

## \$4<sup>99</sup>



# dish NETWORK

www.dishnetwork.com

## ADVANCED DIGITAL SOLUTIONS

Finally An Intelligent Solution For Your Digital Needs!

### Visit Location Nearest You:

- McCreless Mall**  
Store near "Phone Court"  
• (210) 532-9880
- Rolling Oaks Mall**  
Next to "Friedman's Jewelers"  
• (210) 651-0692
- South Park Mall-TX**  
Next to "Zales Jewelry"  
• (210) 921-2828

or visit:  
**www.urdigital.com**

JM03208AN

Offer ends 3/31/01. All prices, packages and programming subject to change without notice. Local and state sales taxes may apply. Programming is available for single-family dwellings located in the continental United States. All DISH Network Programming and any other services that are provided, are subject to the terms and conditions of the Residential Customer Agreement, which is available upon request. Customers who do not subscribe to DISH PLUS, DISH Latino, America's Top 40, America's Top 100 CD or America's Top 150 programming will be charged a \$8.00 per month Service Access Fee. Prices do not include shipping and handling. Additional receivers must be activated in conjunction with a primary receiver, and are subject to a \$4.99 per month programming fee per receiver. All receivers must be connected to a phone line. BSNP programming subject to change and blackout restrictions, and is loaned separately for residential and commercial use. Digital Home Plan offer (Digital 150 Home Plan) for new customers and is available from 3/1/01 through 3/31/01 and requires a valid major credit card with a commitment of 12 consecutive months. The Digital 150 Home Plan (\$49.99 per month) includes 1 Model 3822/3922 (or equivalent satellite TV system), 1 additional receiver, America's Top 150 programming, free standard Professional Installation and In-Home Service Plan. Customer may choose to upgrade their 3822/3922 to a UNIP Model 4822 for a one-time Upgrade Fee of \$50. Customer must pay a \$48.99 Activation Fee that includes first month's Plan payment. Free standard Professional Installation (Digital 150 Home Plan) includes installation of one 20" dish antenna, hook-up of 8 receivers to 2 TVs and equipment testing. Other installation restrictions apply and more complex installations may require an additional fee. The Digital 150 Home Plan guarantees no price increase until May 2003. Additional programming may be ordered at applicable monthly rates. Offer includes 30-day Satisfaction Guarantee (\$48.99 Activation Fee and any additional installation costs are non-refundable). After guarantee period, a Cancellation Fee of \$640 applies for early termination of services contract. Digital Home Plan offer may not be combined with any other offers. Customer must return equipment at the end of 12-month term or may continue on a month-to-month basis at current monthly rate of the Digital Home Plan. Failure to return all equipment upon termination of services will result in customer paying an Equipment Fee. See the DISH Network Digital Home Plan Customer Agreement for complete details. All service marks and trademarks belong to their respective owners.



# DISH Network. We Just Love Comparisons.



**ONLY**  
**\$19.99**  
PER MONTH

40 of America's favorite channels (including the Disney Channel), for just \$19.99 a month. You read right...\$19.99! And for only \$7 more per month you can upgrade to America's Top 50 CD<sup>SM</sup> programming package. Clearly the best programming value for the money, this package includes over 50 outstanding video channels plus over 30 CD-quality music channels. It's all yours with a crystal-clear digital picture and CD-quality sound on your very own DISH Network 18" satellite TV system.



## America's Top 40<sup>SM</sup> Programming Package - An Outstanding Value!

\* Not Available On DIRECTV.



2 CHANNELS OF EACH GREAT SERVICE!

49¢ Per Channel	d'sh
66¢ Per Channel	DIRECTV
87¢ Per Channel	PRIMESTAR
88¢ Per Channel	USSB
\$2.?? Per Channel	COMPARE YOUR LOCAL CABLE BILL

Per channel cost based on published prices as of 5/9/97.

So make the comparison.  
And then make  
the choice.

All prices, packages and programming subject to change without notice. Local and state sales taxes may apply. Programming is available for single-family dwellings located in the continental United States. All DISH Network programming, and all other services that we provide, are in accordance with the Residential Customer Agreement, which is available upon request. Broadcast services are only available to customers in those areas not served by local network affiliates. Prices do not include installation or shipping and handling. Additional services are in addition to \$19.99 per month fee and must remain tied to a primary receiver unless otherwise specified. All receivers must be connected to a phone line. DISH Network is a trademark of EchoStar Communications Corporation. DIRECTV is a registered trademark of DIRECTV, Inc., a unit of EchoStar Corp. USA is a registered trademark of U.S. Satellite Broadcasting Company, Inc. PRIMESTAR is a registered service mark of PRIMESTAR Patterns, L.P. ESPN and ESPN2 programming subject to change and Blackout restrictions, and is licensed separately for residential and non-ESPN. ESPN2 and ESPN are registered trademarks of ESPN, Inc. Discovery Channel and Discovery are registered service marks of PRIMESTAR Patterns, L.P. Discovery, The Movie Channel and E! are service marks of Discovery Networks, Inc., a Viacom Company. Nickelodeon is a registered trademark of Viacom International Inc. Cartoon Network, CNN, CNN2, CNN Headline News, E! and E!2 are registered trademarks of Turner Broadcasting System, Inc. The Family Channel and The Family Channel logo design are registered service marks of Universal Entertainment, Inc. Home Shopping Network is a registered trademark of Home Shopping Network, Inc. 20/20 Sports Network programming subject to blackout restrictions and licensed for residential use only. Regional sports networks not available in all areas. All other service marks belong to their respective owners. Per channel cost based on comparison of basic programming package costs published as of May 9, 1997. Content of packages differs.



# DTH BOUNTY PROGRAM

DISH Network is pleased to introduce the DTH (Direct to Home) Bounty Program. Participating retailers will receive \$100 for each new primary activation acquired from DirecTV, PrimeStar, or C-band. To be eligible for the \$100 bounty payment, all primary systems must be activated with qualifying programming (DISH Pix, America's Top 40, or America's Top 60CD) between August 2 and September 30, 1998.

In addition, retailers must submit the customer's original DTH competitor's billing statement to receive payment. Only DirecTV, PrimeStar, or C-band billing statements dated on or after April 1, 1998 qualify. (No cable bills or competitor bills dated prior to April 1, 1998, will be accepted.)

Click here for a DTH Bounty Program Claim Form. Simply complete and submit a claim form and attach the customer's original DTH competitor's billing statement. Customer's name and address must match name and address on billing statement. All claims must be submitted and postmarked no later than October 30, 1998.

Mail claims to: DTH Bounty Claim Program  
DISH Network Retail Services  
5701 S. Santa Fe  
Littleton, CO 80120

*Retailers that purchase product through a DISH Network distributor should submit claim forms and documentation for that product to their distributor. Claims for product purchased from JVC or Philips should be submitted to the address above.*

Please note: Prior to payment, each activation will be verified as "new" during the specified promotional period. Complete, valid and accurate claims will be processed and paid within three weeks of receipt and will be included with all eligible activation and promotional payments. Bounty funds will be reclaimed on DISH Network accounts for which four months of qualifying paid programming has not been received.

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## HOLIDAY PROMOTIONAL INFORMATION

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**SECURE INFORMATION:** Requires your Dealer Number and PIN Number for access. Please contact your distributor if you do not have access.

**PUBLIC INFORMATION:** Does not require a log in.

### \$249 REBATE Promotion

### \$249 REBATE Questions and Answers

Business Rules

Business Rules

Co-Op Advertising Guidelines

Co-Op Advertising Guidelines

**Newspaper Ads for \$249 REBATE Promotion**

**One-Rate Service Agreement (PDF File)**

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**Local to Local Broadcast Networks Installation Offer**

**Business Rules**

**Business Rules**

**Co-Op Advertising Guidelines**

**Co-Op Advertising Guidelines**

**Newspaper Ads for Select Cities**

**Newspaper Ads for \$49 Professional Installation Special**

**Search For Local Networks ZIP Code Look Up**

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**Smaller Dish...Smaller Price Bounty Program**

**Bounty Business Rules**

**Bounty Business Rules**

**Advertising Claim Form (PDF File)**

Get Acrobat Reader to open this PDF File. It's FREE! [Click Here](#) to download.

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**[retailservices@echostar.com](mailto:retailservices@echostar.com)**

**[PREVIOUS PAGE](#)   [QUESTIONS & ANSWERS](#)   [TOP OF PAGE](#)**



**Nothing Else Compares**

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**RETAILER BUSINESS RULES**  
**TRADE UP To DISH Promotion**  
**Effective: August 1, 2001 through September 30, 2001**

**Program Overview:**

DirecTV subscribers can provide a DISH Network retailer with their DirecTV equipment and a recent bill (or credit card statement that verifies DirecTV subscription) and receive a DishPVR 501 system for \$199 (a \$399 value) and 12 monthly credits of \$21.99 (a \$263.88 value) by subscribing to AT100/DISH Latino Dos or AT150 for 12 consecutive months. The new customer can also purchase a second receiver at the price of \$99 for a 2800 or \$149 for a DishPro 301. A free professional installation of both one and two-receiver systems is included.

**TRADE UP to DISH CARA Agreement:**

The TRADE UP To DISH Agreement is an agreement that must be executed by retailers and distributors prior to the creation of any TRADE UP To DISH claims. Retailers that purchase from an authorized Echostar distributor may not be required to execute this agreement, however, the terms and conditions of this agreement may be contained in the Echostar non-commissionable retailer agreement.

**Promotion Code:**

**Retailers must provide the promotion code of RTDUP at the time of account activation.**  
 The promo code must be provided at the time of activation to be eligible for future \$21.99 credits.

**Eligible Equipment:**

**DishPVR 501 as the primary satellite receiver, and DishPro 301 or Model 2800 as optional secondary receivers.**

**How the Promotion Works:**

The new customer pays half-price for the DishPVR 501 satellite receiver (\$199) and activates the new account with AT100/DISH Latino Dos or AT150, and begins receiving a monthly credit of \$21.99 on their DISH Network account for a maximum of twelve consecutive months. If the account is disconnected or if the customer downgrades programming below AT100 or DISH Latino Dos at any time during the first year, they become disqualified from receiving future monthly credits.

**Special Instructions to the Retailer:**

The retailer will collect all of the customer's DirecTV equipment at the time of activation along with a DirecTV bill with the customer's name on it dated within 90 days from the date of activation (if this is not available, a credit card statement that verifies DirecTV subscription within the previous 90 days with the customer's name on it will suffice). All equipment, the executed claim form, and a previous bill (or credit card statement) will be shipped to DISH Network at the address provided below. **The retailer must write the claim number on the top line of the shipping label container before shipping.**

**If the retailer purchases product from a distributor, the equipment, executed claim form, and DirecTV bill (or credit card statement) must be sent to the distributor for processing.**

• **501 Equipment Reimbursement:**

**\$200 payment** to the retailer for the activation (with qualified programming) and installation of a DishPVR 501, as a primary receiver, within the promotional period for a new DISH Network customer participating in the TRADE UP To DISH Promotion, **paid by DISH Network.**

*Charge Back Rule:*

Equipment Reimbursement payments will be reclaimed on DISH Network accounts for which the first billing statement for qualified programming has not been paid in full.

Activation payments on secondary receivers will be reclaimed if the customer does not remain active with programming for 230 consecutive days from the date of initial activation. Additionally, FPI and Flex payments will be reclaimed if DISH Network Service Corporation is engaged to perform the installation free of charge without the prior purchase of a Professional Installation Certificate (PIC) by the retailer. For the purposes of this promotion, a PIC can only be used for a one-receiver activation.

**Monthly Fee:**

Customer must subscribe to a minimum monthly programming package of America's Top 100CD or DISH Latino Dos (\$30.99 per month) to receive the twelve monthly credits of \$21.99 on their DISH Network account. To receive account credits for the maximum benefit of 12 months, the customer must not disconnect or downgrade from qualified programming. If the customer does disconnect or downgrade from qualified programming, they automatically forfeit any future credits that they did not receive.

**Qualification Process:**

There is no credit card qualification requirement. Customer must be a first-time residential subscriber.

**Additional Receivers:**

Customers can purchase additional receivers (more than two) if they wish but this promotion does not cover the cost of the additional receivers, installation hardware, or related installation costs.

**Definitions:**

**Up-front Fee:**

The customer pays \$199 to the retailer for the DishPVR 501 satellite TV system (half-price) and becomes eligible for twelve monthly credits of \$21.99. The customer can elect to purchase a second receiver and pay an additional \$99 to the retailer for a Model 2800 or \$149 to the retailer for a DishPro 301. Free installation of both one and two-receiver systems is free.

**Cancellation Fee:**

There is no customer Cancellation Fee for discontinuing programming services with DISH Network. However, the twelve \$21.99 credits will be forfeited if the customer disconnects or cancels their programming service at any time during the first year.

**Installation Requirements:**

Free basic professional installation of the eligible equipment and DISH 500 antenna.

**Note:** all installations **must** be completed in strict accordance with the guidelines set forth in the DISH Network Installation Manual (located on the retailer web site). Retailers who perform substandard installations that later require the intervention of DISH Network Service Corporation (DNSC) or any of its affiliates, will receive a charge back of all FPI and Flex commission payments that were previously paid on a substandard-installed account, regardless of charge back time frames.

To comply with the required guidelines of a standard or basic professional installation, all receivers in a given household must be installed with phone lines connected properly and professionally. The connectivity must be initiated in a manner that encourages continued connectivity over time.

**Promotional Period:**

August 1, 2001 through September 30, 2001

**Retailer:**

**This DISH Network promotion is only available to DirecTV subscribers who have not previously subscribed to DISH Network programming.** Not valid with any other offer. Each receiver and household is limited to one promotional payment or promotional offer. Customers who activate under the DISH Network FREE DISH, DISH Network Digital Home Plan, or DISH Network Big Dish Exchange programs are not eligible for the TRADE UP To DISH promotion. Retailers can verify prospects as new, first time customers by using the New Subscriber Inquiry tool located at the top of the home page on the retailer web site at <http://retailer.echostar.com>.

Retailers will be eligible for incentives on activation (with qualified programming) and installation of eligible equipment for a new DISH Network customer participating in the TRADE UP To DISH promotion as described above. Installation and activation with qualified programming must occur between August 1, 2001 and September 30, 2001. U.S. residential accounts only. Each first time activation will be verified as "new" during the specified promotional period prior to DISH Network paying any promotional payments.

**Prior to installation** the retailer must confirm that the prospect is a new, first-time customer by utilizing the "New Subscriber Inquiry" tool on the retailer web site. After the customer is verified as new, the retailer must ensure the customer has an original copy of a DirecTV bill or credit card statement with their name on it and it must be dated within 90 days of the date the DISH Network account will be activated. The name and address associated with bill or credit card statement **must** match the name on the DISH Network account **and** the TRADE UP To DISH Promotion Claim Form. **To create the claim online, the retailer must access the retailer web site (<http://retailer.echostar.com>) and access the online TRADE UP To DISH Promotion Claim Form.** The retailer will be required to enter the customer's name, address (including street, city, state, zip code, and county), and telephone number. The system will then generate the TRADE UP To DISH Promotion Claim Form to be printed and signed by the customer at the time of installation and activation.

**At the time of activation**, the retailer **must take two copies of the printed claim form to the customer's residence to be signed.** They must leave one signed claim form with the customer and take the other signed claim form with them when they leave. The retailer will then make a copy for their file before sending the one remaining original claim form to DISH Network. The retailer must maintain their copy on file so that at any time during the commitment period, they can provide a copy upon customer request.

**After installation** the retailer **must** query the online claim form (on the retailer web site) to enter the CA ID number (R00...) for the applicable receiver(s) that were in fact installed. The online claim form may be queried by entering the customer's phone number or the Claim ID number (located on the upper, right-hand corner of the claim form) or the customer's credit card. It is important that the retailer enters this information **after** the installation is complete, to ensure the retailer is able to install the receiver he/she originally intended for this customer. The receiver information entered on the online claim form will be automatically downloaded to DISH Network each night. Retailer must provide the customer with a copy of the fully completed claim form that has been signed by the customer.

**The DISH Network TRADE UP To DISH Promotion Claim Form and Shipping Container Contents:**

**Simply complete and print the approved TRADE UP To DISH Claim Form in the manner described above.** Customer's name and address must appear on the claim form and must match the name and address on the DISH Network account. The signature on the claim form must match the name on the account or the signature can be from a spouse with the same last name. The signature of a customer's child, relative, or friend will not be accepted. The claim form will be shipped with other required contents in the one shipping container.

**Shipping container contents must include 1) all of the customer's DirecTV equipment** (a minimum of one receiver, one smart card, one LNBF, and one antenna. The antenna base and mast are optional), **2) one original DirecTV bill** with the customer's name on it, dated within 90 days of the DISH Network account activation **or one original credit card statement** with the customer's name on it, dated within 90 days of the DISH Network account activation. The statement must verify DirecTV subscription and the credit card number should be blacked out, **3) a copy of the original claim form** signed by the customer, and **4) once the container is ready for shipping, the claim number must be written clearly on the top line of the shipping label:**

**Mail One Shipping Container per Claim to:**

DTV Bounty, Claim #:  
Echostar Communications Corporation  
12905 E. 39<sup>th</sup> Avenue  
Denver, CO 80239

**If the retailer purchases product from a distributor, the equipment, executed claim form, and DirecTV bill (or credit card Statement with the credit card number blacked out) must be sent to the distributor for processing.**

**RETAILER:** The misrepresentation of the terms of this promotion to consumers and/or the failure to disclose material terms of this promotion to consumers may be deemed as fraud under your Retailer Agreement. Breaches and/or defaults of your obligations under these business rules may be deemed breaches and/or defaults under your Retailer Agreement.

**Promotional Payments and Retailer Business Rules are subject to change at the sole discretion of DISH Network without prior notice.**





**Nothing Else Compares."**

November 2, 1998

Dear DISH Network Retailer:

Happy Halloween! If you listened to the Charlie Chat last Friday, two creatures greeted you in Halloween garb...Charlie and Jills...and unveiled two exciting promotion announcements. Additionally, they spoke about new programming launches, the Holiday sales promotion, and special guest Hans Rabe from Wilegard spoke to the subject of "Off-Air Antenna BASICS". Let's get to the two exciting promotion announcements as they both pertain to great sales tools that can be utilized in selling DISH Network!

#### **"SMALLER DISH, SMALLER PRICES" PROMOTION**

As announced on the Chat, effective November 2, 1998, DISH Network will implement the "Smaller Dish, Smaller Prices" Promotion. Once again, DISH Network offers its Retailers a tremendous sales tool to acquire new DISH Network subscribers. The highlights of the promotion are as follows:

- **Switch a Primary or C-band customer with a free receiver offer**
- **The Retailer receives up to a \$200 bounty payment**
- **The installed customer receives a \$50 rebate check**
- **The installed customer receives a \$49 install**

Business rules are attached that detail the qualifications and eligibility requirements of the promotion. A Bounty claim form is attached for your use or one can be obtained by visiting the Retailer Website. This tremendous sales tool along with the \$349 REBATE Promotion and the \$49 Installation Special builds a "three legged stool" that easily supports your sales efforts during this Fall Selling Season!

#### **NO RATE INCREASE GUARANTEE**

DISH Network today announced an industry first: DISH Network's AT40, AT100CD and Premium Movie packages now include a "No Rate Increase Guarantee" through March 1, 2000. *This is not a misprint!* We will keep our current pricing in place until at least March 1, 2000. No cable company will make this claim...especially in light of the cable companies looking forward to their legislated price regulation being eliminated in March of 1999. This tremendous guarantee will instill confidence to the consumer and show the DIS marketplace that DISH Network is committed to deliver More Channels, More Choices, and with this guarantee, the Best Value.

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ARNOLD & PORTER

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Patrick J. Grant  
Patrick\_Grant@aporter.com  
202.942.6060  
202.942.5999 Fax  
555 Twelfth Street, NW  
Washington, DC 20004-1206

January 25, 2002

**By Hand**

Pantelis Michalopoulos, Esq.  
Steptoe & Johnson LLP  
1330 Connecticut Avenue, N.W.  
Washington, D.C. 20036

Re: **Annexes I Through IV to the Investment Agreement  
Between EchoStar Communications Corporation and  
Vivendi Universal, S.A.; CS Docket No. 01-348**

Dear Mr. Michalopoulos:

As counsel for Pegasus Communications Corporation ("Pegasus") in the above-referenced proceeding, I am writing to request information regarding the release by EchoStar Communications Corporation ("EchoStar") of the above-referenced Annexes, or the Commercial Agreements themselves if they have been executed now that the Vivendi transaction has closed.

This request is based upon the statement contained at footnote 9 of the FCC Cable Services Bureau's Order Denying Pegasus Communication Corporation's Petition to Suspend the Pleading Cycle, DA 02-178, released yesterday, that: "EchoStar, nonetheless, indicates that it will release this 'sensitive information,' i.e., Annexes I through IV to the Investment Agreement, pursuant to the Protective Order in this proceeding."

Yesterday afternoon, we filed with the FCC, with copies to you and Mr. Epstein, Acknowledgments of Confidentiality, executed by me and three of my colleagues who are counsel for Pegasus, in accordance with the terms of the Protective Order. Please advise me, at your earliest convenience, when and in what manner EchoStar will be releasing this information, consistent with the Bureau's statement regarding its release.

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ARNOLD & PORTER

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Pantelis Michalopoulos  
January 25, 2002  
Page 2

Please do not hesitate to contact me if you have any questions regarding this request. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "P. Grant", with a stylized flourish at the end.

Patrick J. Grant

cc: Gary M. Epstein, Esq., Latham & Watkins, Counsel for General Motors  
Corporation and Hughes Electronics Corporation

STEPTOE & JOHNSON LLP

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Pantelis Michalopoulos  
202.429.6494  
pmichalo@steptoelaw.com

**By Hand Delivery**

February 1, 2002

Patrick J. Grant, Esq.  
Arnold & Porter  
555 Twelfth Street, NW  
Washington, DC 20004-1206

Re: **Annexes I Through IV to the Investment Agreement  
Between EchoStar Communications Corporation and  
Vivendi Universal, S.A.; CS Docket No. 01-348**

Dear Mr. Grant:

On behalf of EchoStar Communications Corporation ("EchoStar"), this will respond to your letter of January 25, 2002. EchoStar does not read the *Order Denying Pegasus Communication Corporation's Petition to Suspend the Pleading Cycle*, DA 02-178 (rel. January 24, 2002) as creating a right on the part of Pegasus Communications Corporation ("Pegasus") to receive any documents from EchoStar. Moreover, the Protective Order released by the Commission in the proceeding is intended to cover information that is voluntarily submitted by the parties, either of their own initiative or upon a Commission request. Neither the Protective Order nor the Commission's January 24, 2002 Order creates an obligation to produce documents. Accordingly, EchoStar declines to comply with your request. That said, EchoStar intends to be forthcoming and to cooperate fully with the Commission regarding all aspects of the Vivendi transaction that bear on the proposed merger between EchoStar and Hughes Electronics Corporation.

Very truly yours,

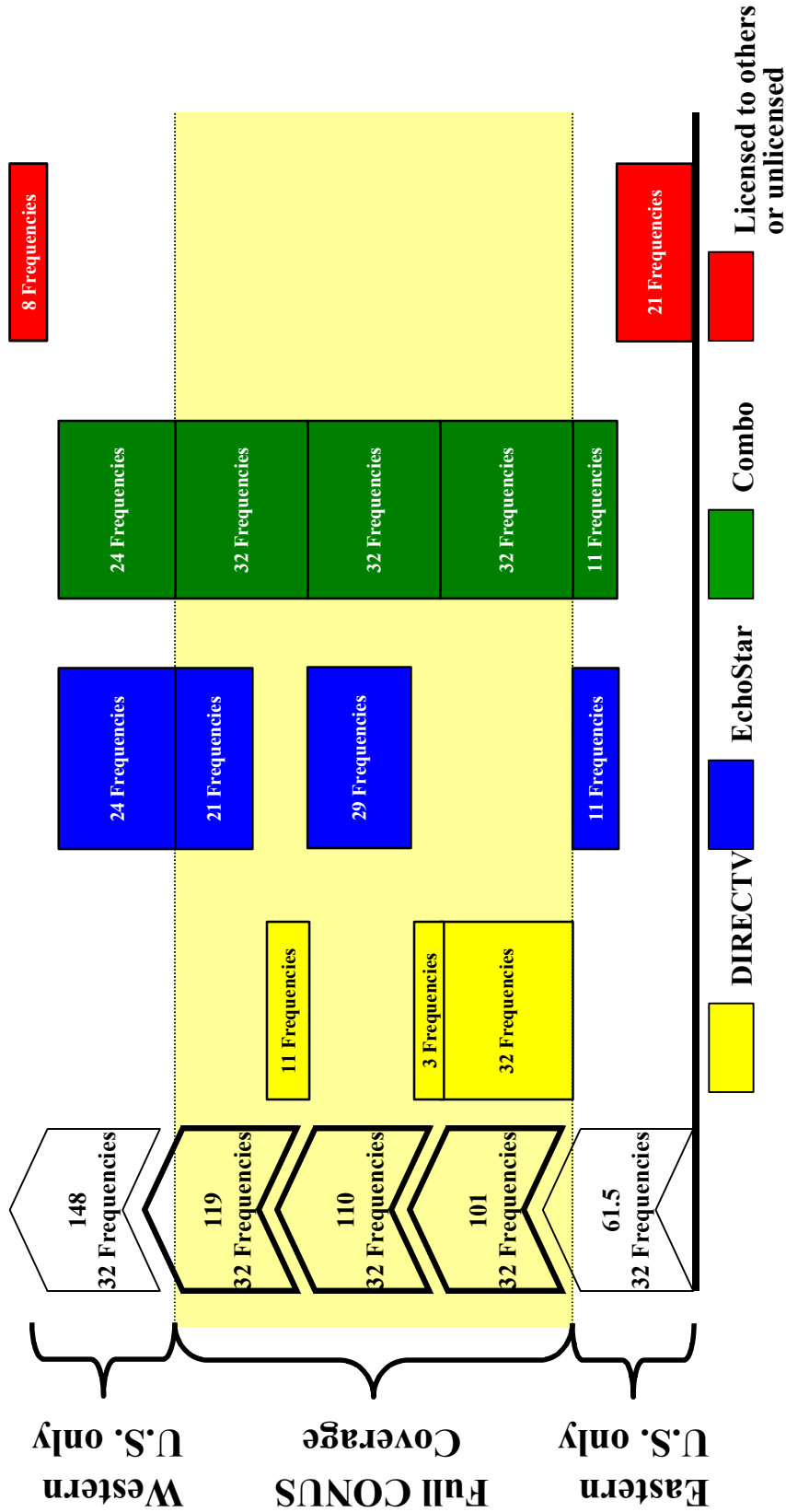


Pantelis Michalopoulos  
*Counsel for EchoStar Communications Corporation*

cc: Gary M. Epstein, Latham & Watkins

# The EchoStar/ DIRECTV Merger

## DBS Spectrum



- U.S. slots at 157°, 166°, and 175° degrees WL are too far west to provide service to sufficient area of CONUS and are not in use.
- EchoStar also holds licenses for 22 frequencies at 175° WL and has applied for the remaining 10 frequencies.
- EchoStar currently operates all 32 frequencies at 61.5°: 11 licensed to EchoStar, 8 licensed to Dominion but leased to EchoStar, and 13 other frequencies pursuant to FCC special temporary authority.